

In the Claims

1. (Canceled)

2. (Currently Amended) ~~The computer-implemented method of claim 1, A~~
computer-implemented method of rebalancing a portfolio of assets to achieve optimality,
the method comprising:
transmitting to a customer an alert message for alerting an imbalance status of a
customer's portfolio, and a list comprising at least one recommended rebalancing transaction,
each recommended rebalancing transaction comprising asset information identifying a
specific asset, quantity information identifying a specific number of units of the specific
asset, and transaction information comprising one of a buy instruction and a sell
instruction, wherein the transmitting is performed via a first customer-defined
communications method;
receiving from the customer a single response to the transmitted alert message;
and
automatically implementing the list comprising at least one recommended
rebalancing transaction based on the received customer's response to cause execution of
each recommended rebalancing transaction.

3. (Previously Presented) The computer implemented method of claim 2, further comprising:

automatically retransmitting the alert message and the list comprising at least one recommended rebalancing transaction to the customer via a second customer- defined communications method if the step of transmitting via the first communications method was not successfully executed.

4. (Currently Amended) The computer implemented method of claim [[1]] 2, wherein the customer's response constitutes performing a single action by the customer.

5. (Original) The computer implemented method of claim 4, wherein the single action comprises one of the following: pressing a button, touching a portion of a screen, or speaking a sound.

6. (Currently Amended) The computer implemented method of claim [[1]] 2, further comprising: verifying the identify of the customer prior to the implementing step.

7. (Currently Amended) The computer implemented method of claim [[1]] 2, wherein the verifying is performed automatically by a computer system.

8. (Currently Amended) The computer implemented method of claim [[1]] 2, wherein the alert message is generated based on an alert level set by the customer.

9. (Currently Amended) The computer implemented method of claim [[1]] 2,
wherein the implementing step includes:

generating execution instructions based on the list comprising at least one
recommended rebalancing transaction; and

transmitting the execution instructions to an electronic trading system, whereby
each respective transaction of the list comprising at least one recommended rebalancing
transaction is executed electronically.

10. (Currently Amended) The computer implemented method of claim [[1]] 2,
wherein the customer's response is contained in a return e-mail from the customer, wherein
the return e-mail includes a transaction number identifying the list comprising at least one
recommended rebalancing transaction.

11. (Currently Amended) The computer implemented method of claim [[1]] 2,
wherein the customer's response is received on paper, and wherein the paper includes an
optical code for retrieving the list comprising at least one recommended rebalancing
transaction, and verification information for verifying the identity of the customer.

12. (Currently Amended) The computer implemented method of claim [[1]] 2,
wherein the customer's response is received as a voice sound, wherein the voice sound is
recognized using a voice recognition device.

13. (Currently Amended) The computer implemented method of claim [[1]] 2,
wherein the customer's response is received through a wireless communications network.

14. (Currently Amended) The computer implemented method of claim [[1]] 2,
wherein the customer's response is received from a financial Kiosk.

15. (Currently Amended) The computer implemented method of claim [[1]] 2,
wherein the customer's response is received from a computer of the customer using a
financial program installed on the computer.

16. (Canceled)

17. (Currently Amended) ~~The computer implemented system of claim 16~~ A
computer-implemented system of rebalancing a portfolio of assets to achieve optimality,
the system comprising:

a first unit for determining an imbalance status of a customer's portfolio and
preparing an alert message to alert the customer and a list comprising a plurality of
recommended rebalancing transactions that optimizes the portfolio; and

a second unit for transmitting the alert message and the list comprising the plurality of
recommended rebalancing transactions to the customer, receiving a single response of the
customer to the transmitted alert message, and automatically implementing each transaction
of the list comprising the plurality of recommended rebalancing transactions based on the
received customer's response.

wherein the second unit transmits the alert message and the list comprising the plurality of recommended rebalancing transactions via a first customer-defined communications method.

18. (Previously Presented) The computer implemented system of claim 17, wherein the second unit automatically transmits the alert message and the list comprising the plurality of recommended rebalancing transactions to the customer via a second customer-defined communications method if the second unit detects that the transmission via the first communications method was not successfully executed.

19. (Currently Amended) The computer implemented system of claim [[16]] 17, wherein the customer's response constitutes performing a single action by the customer.

20. (Original) The computer implemented system of claim 19, wherein the single action comprises one of the following: pressing a button, touching a portion of a screen, or speaking a sound.

21. (Currently Amended) The computer implemented system of claim [[16]] 17, wherein the second unit verifies the identify of the customer prior to implementing the list comprising at least one recommended rebalancing transaction.

22. (Currently Amended) The computer implemented system of claim [[16]] 17, wherein, to implement the list comprising the plurality of recommended rebalancing

transactions, the second unit generates execution instructions based on the list comprising the plurality of recommended rebalancing transactions; and transmits the execution instructions to an electronic trading system, whereby each transaction of the list comprising the plurality of recommended rebalancing transactions is executed electronically.

23. (Currently Amended) The computer implemented system of claim [[16]] 17, wherein the second unit receives, as the customer's response, a return e-mail from the customer, wherein the return e-mail includes a transaction number identifying the list comprising the plurality of recommended rebalancing transactions.

24. (Currently Amended) The computer implemented system of claim [[16]] 17, wherein the second unit receives, as the customer's response, an optical code for retrieving the list comprising the plurality of recommended rebalancing transactions, and verification information for verifying the identity of the customer.

25. (Currently Amended) The computer implemented system of claim [[16]] 17, wherein the second unit receives, as the customer's response, voice sounds which are recognized using a voice recognition device.

26. (Currently Amended) The computer implemented system of claim [[16]] 17, wherein the second unit receives the customer's response through a wireless communications network.

27. (Currently Amended) The computer implemented system of claim [[16]] 17, wherein the second unit receives the customer's response from a financial kiosk.

28. (Currently Amended) The computer implemented system of claim [[16]] 17, wherein the second unit receives the customer's response which is transmitted from a computer of the customer using a financial program installed on the computer.

29-31. (Canceled)